

No. 15.
OVERCOAT.**I furnished
Jack with
his Overcoat**

I can not only furnish you with an Overcoat, but everything in Men's Apparel at the most astonishingly low figures on account of my

Big Reorganization Sale
now in full blast

Geo. W. Woodall

7 East Broad Street.

No. 22.
TAXICABS.**"There is
a Reason"**

The guests at the wedding would have no other than the

**"Alco"
Taxicab**

The "Blue Car" gets you there and brings you back.

Jack always used them in his courting days, and now Mrs. Jack uses them exclusively in calling and shopping.

Uniformed chauffeurs, entirely competent and attentive.

**Richmond Transfer
Company,**

809 East Main Street.

No. 29.
SIDEBOARD.

Yes, we helped Jack with his house!

We Sold Him a Sideboard for \$19.50

that would have cost him \$27.00 at the "Big High Rent" stores. Jack was shrewd. Here's your chance to be as shrewd as Jack.

These Special Sideboards on Sale for the Next Six Days:

3 Quartered Oak Boards, regular price \$45.00, at	\$33.50
2 Quartered Oak Boards, regular price \$40.00, at	\$29.50
3 Quartered Oak Boards, regular price \$35.00, at	\$22.75
4 Quartered Oak Boards, regular price \$28.00, at	\$17.75
2 American Quartered Oak Boards, regular price \$25.00, at	\$15.50
3 American Quartered Oak Boards, regular price \$20.00, at	\$11.75
6 Solid Quartered Oak Boards, regular price \$18.50, at	\$10.50

Sutherland & Cherry,
(Inc.),
310 East Broad,
"Wrong Side Street."

No. 16.
DRESS SUIT.

His dress suit came from our store; He'd bought one here, you see, before;

We have in stock a plenty more.

**Dress Suits from
\$25.00 TO \$45.00**

We can fit Jack, Bill, Sam, Tom and any one else of the male persuasion from top to toe.

**Jacobs
& Levy**

Quality Shop.

No. 23.
TRIP TO EUROPE.**Going Abroad?**

"Ask Mr. Bowman"

Join the Bankers' Cruise to the Mediterranean, Jan. 24, 1911, \$400 to \$925.

**Grand Cruise to
South America**

Leave New York Jan. 21, 1911.

Tours to the Orient
Jan. 7, 21, 25, Feb. 4, 18, March 11, 1911, \$625 and up.

**Clark's Cruise to
the Mediterranean
and the Orient**

Feb. 4, 1911; S. S. Arabic; 71 days; \$400 and up.

"Ask Mr. Bowman"

708 E. Main Street.

Patronize Home Industry.
"Jack" Did.

No. 30.
PICTURES.

**High-Class Art,
Cameras and
Kodak Supplies,
Stationery, Etc.**

Craig's

Where you have been going for twenty-five years. If he has treated you well, tell others. If not, tell him.

Don't forget his new number,
207 West Broad Street.
Phone Monroe 238.

Don't be deceived. There is no other Craig's, nor Craig Art Company. He has been here for thirty-five years; first as artist, then as art dealer, and has taught the bunch.

No. 17.
TRUNK.

**Our Trunks,
Bags and
Suit Cases**

Are Used
Exclusively
by
Santa Claus
on
December 25th

And he goes all over
the world!

HE KNOWS!

Boschen

507 East Broad

No. 24.
KITCHEN CABINET.

THE HOOSIER SPECIAL

**The "Hoosier"
Kitchen Cabinet**

Is a most trustworthy servant. It saves miles of walking and hours of standing, and pays its own cost in the waste it saves.

Over 300,000 housekeepers use "Hoosier" Cabinets. Nearly one thousand are in use in Richmond. Mr. Jack was wise. He bought the best—the one everybody uses—

The "Hoosier"

A most acceptable Christmas gift.

Sold only by

RYAN, SMITH & CO.

Masonic Temple.

No. 31.
PIANO.

A CABLE AD EVERY DAY

**Our
Christmas
Holiday Sale**

**Offers Piano Buyers
Hundreds of Bargains**

For Instance:

One Slightly Used English Upright, now in perfect condition; original price \$250.00; holiday price,

\$75.00

See our regular ad. on second page this paper.

Cable Piano Co.

Madison 2734. 213 E. Broad.

EVERYTHING MUSICAL

No. 18.
SHOES.

On Your Honeymoon



and you will travel in style and comfort. Ever notice how many traveling men wear Regal Shoes? Because they've found that Regals look best, fit easiest and last longest. That is why

**REGAL
SHOES**

are the best footwear for you. So, drop into our store for a pair today.

\$350

\$400

\$500

Here is a Smart Regal Model

Watkins, Bibb & Malone
611 E. Broad

No. 25.
KITCHEN UTENSILS.

In addition to having a complete line of

**Kitchen
Utensils**

we take pleasure in calling your attention to the following lines, which embrace the most desirable suggestions for wedding and holiday gifts:

Fine Decorated China, Sheffield Plate, Electroliners and Portable Lamps, Pocket and Table Cutlery, Rich Cut Glass, Superb Brass Goods, Silver Plated Ware, Bric-a-Brac, Unmatchable Crystal Ware, and thousands of other beautiful and fascinating articles.

**N.
KLEIN &
SON,**

"Shop Early,"

620 East Broad Street.

No. 32.
PIANOLA.

**The Thing That
Made Mrs. Jack the
Happiest**

That furnishes her friends, her husband and herself more pleasure than any other purchase is of course

**The Steinway
Pianola Piano**

which was purchased at the store of Walter D. Moses & Co.

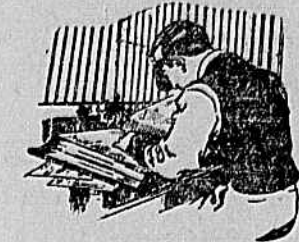
Mr. Jack and Mrs. Jack knew that the Pianola Piano, recognized the world over as the best, was the thing to buy, so won't be sorry.

The Steinway Piano and the Pianola Piano are sold only at the store of

**Walter D. Moses
& Co.,**

103 E. Broad St.,
Richmond, Va.

"Oldest Music House in
Va. and N. C."

No. 19.
WEDDING INVITATIONS.

We carry a complete line of Stationery of every description, STANDARD goods which may be obtained at a price no greater than that demanded for indifferent productions of anonymous makers.

Distinctive, high-class Stationery, with Monogram or Coat-of-Arms—sterling quality which will gratify the most fastidious.

You are cordially invited to visit our store and look at our wide selection of articles suitable for Christmas presents for both ladies and gentlemen.

**Virginia
Stationery
Co., Inc.**

SAM ISEMAN,
President and General Manager,
Office Outfitters and Stationers,
915 East Main Street.

The Richmond Home of the Waterman Ideal Fountain Pen.

No. 20.
WEDDING RING.**Ideas ::
For Christmas**

FROM THE STOCK OF

Smith & Webster

INCORPORATED

612 E. Main Street.

Appropriate gifts for as little as 25c and others all the way up to the highest limit you are likely to fix. You can fill every want at the lowest cost at this store. We have a large stock of beautiful and useful things of real intrinsic value from which you can easily select—cases and shelves filled with thousands of the latest suggestions in Jewelry, Watches, Gold and Silverware, Cut Glass, Gold and Silver Head Umbrellas and hundreds of other items for ladies, gentlemen, children and the home.

Smith & Webster, Inc.

612 E. Main St.

Shop Early—It is a Pleasure.

Articles Engraved Free by Our Experts.

No. 27.
SILVERWARE.

**C. Lumsden & Son,
Inc.**

Not only furnished the SILVERWARE for the "HOUSE THAT JACK BUILT," but for over seventy-five years have been serving the Southern people in a like capacity.

"Jewelers to the Southern People." All the words imply, and their present exhibit of

Fine Imported and Domestic Watches, Precious and Semi-Precious Stones, Silverware, Cut Glass, Art Goods and Novelties in Gold, Silver and Platinum : : : : : is the most exquisite they have yet displayed.

**Christmas Gifts of
Quality**

The name of LUMSDEN on the package is a delicate tribute to the taste of the recipient, and is a mark of QUALITY and DISTINCTION which costs you not one cent more than the inferior kind.

Orders by Mail

To out-of-town customers we shall be pleased to send you our Illustrated Catalogues, containing many suggestions for Christmas and Wedding Gifts. Your orders will receive the same careful attention as if you were shopping over our counter.

**C. Lumsden & Son,
Inc.**

"Jewelers to the Southern People,"

731 East Main Street,
Richmond, Va.

No. 21.
TICKETS.

Jack decided the best thing he could do was to

Go to the office
of the

**Richmond
Transfer
Company**

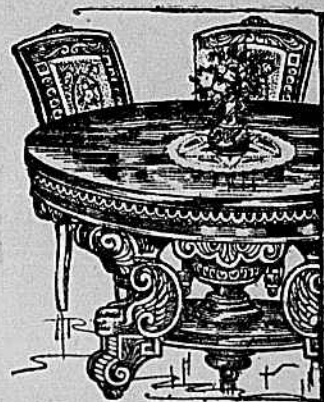
and purchase
tickets

for his wedding trip, secure Pullman and have his baggage checked from the residence to the steamer, thus completing all arrangements at one office.

**Richmond Transfer
Company,**

809 East Main Street.

Regular bonded agents for all railroads and European steamship lines.

No. 28.
DINING-ROOM TABLE.

**We Furnished the
Dining Room Table
for Jack's House**

and can do the same for you, only we can furnish it from cellar to garret.

Large shipments of this Dependable Furniture are arriving every day, and we are going to offer it to you for the next ten days at astonishingly low prices. Terms to suit.

**Pitts
Furniture Co.,**

Two Stores:

117 W. Broad Street,
1429 East Main.

No. 35.
BLANKETS.

**Save Money
on
Blankets
Here**

200 pairs of Best Wool Nap Blankets, large 11-4 size; cheap at \$2.48; and the greatest Blanket value of the season for **\$1.79**

250 Baby Blankets, in pink and blue, in all the patterns; a \$1.00 value for **79c**

Comforts, filled with white carded cotton, 72x84-inch size, in Persian or floral designs; \$3.00 quality for **\$2.00**

Extra 12-4 size and Extra Heavy Wool Nap Blankets, with pink or blue border; a \$3.48 value for **\$2.98**

One lot of Full Size Heavy Weight Comforts, both sides figured, that sold for \$1.25 and \$1.50; sale price **98c**

Best Sateen Covered Eiderdown-Filled Comforts in light or dark shades; best \$6.48 grade for **\$5.00**

**High Grade
Brass Beds**

To own a Brass Bed is every woman's proper ambition. There is nothing nicer or more sanitary, nothing that adds the appearance of real refinement to a bedroom like a genuine Brass Bed. And at our prices you can afford to have one. While they are usually classed as a luxury, because of the prohibitive prices it has been customary to ask in the average store, we have brought them within the range of possibility to every one by putting down the prices where they should be.

It does not matter whether your tastes rise to the finest Brass Bed built—such as we sell for \$100.00—or whether you are searching for the highest possible value at the lowest possible price—say \$15.00—we can meet your ideas perfectly, completely and better than you anticipated.

The Brass Bed we sell you is strictly modern in design, artistically correct and distinguished for real excellence in manufacture.

Pettit & Company

Broad and Foushee Streets.

No. 33.
RUGS.

**Special Sale
Oriental Rugs**

One lot \$35.00 Silk Prayer Rugs, extra special **\$18.75**

One lot \$18.00 Silky Belouchians, extra special **\$11.95**

One lot \$14.00 Silky Kazakjas, extra special **\$8.75**

One lot \$9.00 Hamedans, extra special for **\$4.95**

Persian Rugs make the most ideal Xmas presents because the more you use them the better they are and the more valuable they become. We offer a superb collection at greatly reduced prices. An early call from you will prove to your own advantage.

**K. KAPRELIAN
Importer,**

431 E. Broad St. Richmond, Va.